



June 15, 2004

WHUR Facility ID #: 65707

Ms. Marlene H. Dortch

Secretary

Federal Communications Commission

445 Twelfth Street, S.W.

Washington, D.C. 20554

Re: WHUR-FM 96.3, Washington, D.C.

Facility ID #

Dear Ms. Dortch:

On behalf of WHUR-FM, Washington, D.C., I am responding to the FCC's recent Further Notice of Proposed Rulemaking concerning IBOC technology. WHUR-FM is a Class B station operating at 96.3 MHz serving the nation's capital. We are the home of the original "Quiet Storm," a music format that has been copied all over the world.

WHUR was the first station in the capital to commence commercial digital operations using iBiquity Digital Corporation's HD Radio™ system. We have been extremely pleased with our experience with the HD Radio system and encourage the FCC to complete its efforts to adopt final rules for digital service.

Since initiating digital broadcasts in January 2004, WHUR has heavily promoted its digital capabilities. The station provides regular announcements on air and has a demonstration van that is used to promote HD Radio throughout the metropolitan Washington region. We have discussed our digital capabilities with local and national retailers who are enthusiastic about the digital rollout.

WHUR is a strong believer in the benefits of HD Radio technology as the future of radio broadcasting. We strongly encourage the FCC to move forward with its proposals to implement final IBOC rules in order to promote the rollout of digital technology.

WHUR encourages the Commission to offer broadcasters flexibility and to avoid excessive regulation of HD Radio. The Commission's rules should not place burdens on digital service that are greater than those imposed on analog radio. WHUR also supports authorization of multicasting and data casting services. The HD Radio system offers broadcasters a range of options for introducing new services for our listeners. The Commission's IBOC rules should foster this effort through approval of scalability and the extended hybrid mode.

We appreciate this opportunity to share our views about HD Radio and encourage the Commission to move forward with adoption of final IBOC rules.

Respectfully submitted,

Millard J. Watkins, III

General Manager

WHUR-FM 96.3